



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract # 339164

Schedule Dates	10/30/12-11/05/12
Advertiser	Pol/B Obama/D/Pre/US (16256)
Agency	Greer, Margolis, Mitchell & Associates (2890)
Product	Political - Federal Candidate (1067)
Brand	OBAMA :60 (26653)
Salesperson	Telerep/Philadelphia, Philadelphia (1057)
Sales Office	Telerep/Philadelphia
Buyer Name	BASSETT, LAURA
Phone/Fax	/
CPE	NA
Account Types	National/Political
Billing Type	Standard
Comments	OBAMA FOR AMERICA

Date Entered	10/29/12
Last Modified	10/29/12
Entered By	Jill Hipskind
CO-OP	No
Headline #	06397900
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$12,862.50
Net Total	\$72,867.50
Sales Tax	

Charlotte (WSOC)	Spots	Rate
By Broadcast Month		
Nov. 2012	33	\$85,750.00
Grand Total:	33	\$85,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	6A-6:30A (EST)	2		X	X	X	X			2	\$2,350.00	\$4,700.00	Charlotte (WSOC)		10/29/12
2.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	6:30A-7A (EST)	1		X	X	X	X			1	\$2,350.00	\$2,350.00	Charlotte (WSOC)		10/29/12
3.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	7A-8A (EST)	3		X	X	X	X			3	\$2,150.00	\$6,450.00	Charlotte (WSOC)		10/29/12
4.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	8A-9A (EST)	3		X	X	X	X			3	\$1,950.00	\$5,850.00	Charlotte (WSOC)		10/29/12
5.0	Normal Line / Spot	11/03/12-11/03/12	5	1:00	7A-8A (EST)							1		1	\$650.00	\$650.00	Charlotte (WSOC)		10/29/12
6.0	Normal Line / Spot	11/03/12-11/03/12	6	1:00	6A-7A (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		10/29/12
7.0	Normal Line / Spot	11/04/12-11/04/12	3	1:00	8A-9A (EST)								1	1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/29/12
8.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	9A-10A (EST)	2		X	X	X	X			2	\$750.00	\$1,500.00	Charlotte (WSOC)		10/29/12
9.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	10A-11A (EST)	1		X	X	X	X			1	\$750.00	\$750.00	Charlotte (WSOC)		10/29/12
10.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	12P-1P (EST)	1		X	X	X	X			1	\$750.00	\$750.00	Charlotte (WSOC)		10/29/12
11.0	Normal Line / Spot	11/03/12-11/03/12	5	1:00	12P-12:30P (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		10/29/12
12.0	Normal Line / Spot	11/04/12-11/04/12	5	1:00	12P-12:30P (EST)								1	1	\$550.00	\$550.00	Charlotte (WSOC)		10/29/12
13.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	4P-5P (EST)	2		X	X	X	X			2	\$1,650.00	\$3,300.00	Charlotte (WSOC)		10/29/12
14.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	5P-5:30P (EST)	1		X	X	X	X			1	\$2,400.00	\$2,400.00	Charlotte (WSOC)		10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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15.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	5:30P- 6P (EST)	1		X	X	X	X			1	\$2,600.00	\$2,600.00	Charlotte (WSOC)		10/29/12
16.0	Normal Line / Spot	10/30/12-11/02/12	4	1:00	6P- 6:30P (EST)	2		X	X	X	X			2	\$3,000.00	\$6,000.00	Charlotte (WSOC)		10/29/12
17.0	Normal Line / Spot	10/30/12-11/02/12	3	1:00	6:58P- 7:30P (EST)	1		X	X	X	X			1	\$3,200.00	\$3,200.00	Charlotte (WSOC)		10/29/12
18.0	Normal Line / Spot	10/30/12-11/04/12	4	1:00	11P- 11:35P (EST)	1		X	X	X	X		X	1	\$2,400.00	\$2,400.00	Charlotte (WSOC)		10/29/12
19.0	Normal Line / Spot	10/30/12-11/01/12	4	1:00	11:35P- 12:02A (EST)	1		X	X	X				1	\$1,400.00	\$1,400.00	Charlotte (WSOC)		10/29/12
20.0	Normal Line / Spot	11/05/12-11/05/12	5	1:00	7:57P- DANCING WITH THE STARS	1								1	\$12,000.00	\$12,000.00	Charlotte (WSOC)		10/29/12
21.0	Normal Line / Spot	10/31/12-10/31/12	5	1:00	8:30P- 9P (EST)				1						\$10,000.00		Charlotte (WSOC)		10/29/12
21.0.1	Preempt	10/31/12															Charlotte (WSOC)	No Avail/Exception - NO :60	
22.0	Normal Line / Spot	10/31/12-10/31/12	5	1:00	10P- 11P (EST)				1					1	\$8,600.00	\$8,600.00	Charlotte (WSOC)		10/29/12
23.0	Normal Line / Spot	11/01/12-11/01/12	5	1:00	10P- 11P (EST)					1				1	\$10,000.00	\$10,000.00	Charlotte (WSOC)		10/29/12
24.0	Normal Line / Spot	11/02/12-11/02/12	5	1:00	9P- 10P (EST)						1			1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/29/12
25.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	5:30A- 6A (EST)	1		X	X	X	X			1	\$850.00	\$850.00	Charlotte (WSOC)		10/29/12
26.0	Normal Line / Spot	10/30/12-11/02/12	5	1:00	3P- 4P (EST)	1		X	X	X	X			1	\$750.00	\$750.00	Charlotte (WSOC)		10/29/12

CONFIRMATION CONTRACT

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OCT26/12 08.18
*** WSOC-TV ***

REP. #	OFF. # 220	SALESMAN #
BUYER NAME	LAURA BASSETT	
SALES PRSN	PH- NICK WELTE	

CONTRACT # 6397900

CLASS: NAT'L.	LOCAL	REGIONAL
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NOV5/12 WK-1

CO-OP BILLING NEEDED

TO JILL
FR JARED
NEW OBAMA ORDER : 60'S
TOTAL \$95750
PLS CNF THANKS

THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530A-600A	60		\$850.00	10/30	11/5	1		TU-F,M	1
PROGRAM : EYE-5AM DAYBRK												
2			600A-630A	60		\$2,350.00	10/30	11/5	2		TU-F,M	2
PROGRAM : EYE NWS DAYBRK												
3			630A-700A	60		\$2,350.00	10/30	11/5	1		TU-F,M	1
PROGRAM : EYE NWS DAYBRK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS
4			700A-800A	60		\$2,150.00	10/30	11/5	3		TU-F,M	3
PROGRAM : GD MRN AMR-ABC												
5			800A-900A	60		\$1,950.00	10/30	11/5	3		TU-F,M	3
PROGRAM : GD MRN AMR-ABC												
6			700A-800A	60		\$650.00	11/3	11/3	1		SAT	1
PROGRAM : EYE NW SA MRN1/EYE NW SA MRN2												
7			600A-700A	60		\$550.00	11/3	11/3	1		SAT	1
PROGRAM : EYE NW SA MRN1/EYE NW SA MRN2												
8			800A-900A	60		\$1,600.00	11/4	11/4	1		SUN	1
PROGRAM : EARLY MORNING												
9			900A-1000A	60		\$750.00	10/30	11/5	2		TU-F,M	2
PROGRAM : LIVE WITH KELLY												
10			1000A-1100A	60		\$750.00	10/30	11/5	1		TU-F,M	1
PROGRAM : DR. PHIL												
11			1200N-100P	60		\$750.00	10/30	11/5	1		TU-F,M	1
PROGRAM : EYEWIT MIDDAY												
12			1200N-1230P	60		\$550.00	11/3	11/3	1		SAT	1
PROGRAM : EYEWIT MDDY SA												
13			1200N-1230P	60		\$550.00	11/4	11/4	1		SUN	1
PROGRAM : AVG. ALL WKS												
14			300P-400P	60		\$750.00	10/30	11/5	1		TU-F,M	1
PROGRAM : GENRL HOSPITAL												
15			400P-500P	60		\$1,650.00	10/30	11/5	2		TU-F,M	2
PROGRAM : DR. OZ												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS
16			500P-530P PROGRAM : EYEWIT NWS 5	60		\$2,400.00	10/30	11/5	1		TU-F,M	1
17			530P-600P PROGRAM : EYEWIT NWS5.30	60		\$2,600.00	10/30	11/5	1		TU-F,M	1
18			600P-630P PROGRAM : EYEWIT NWS 6	60		\$3,000.00	10/30	11/5	2		TU-F,M	2
19			700P-730P PROGRAM : INSIDE EDITION	60		\$3,200.00	10/30	11/5	1		TU-F,M	1
20			1100P-1135P PROGRAM : VARIOUS	60		\$2,400.00	10/30	11/5	1		TU-M	1
21			1135P-1202A PROGRAM : ABC-NITELINE<	60		\$1,400.00	10/30	11/5	1		TU-F,M	1
22			800P-1000P PROGRAM : DANCNG-STR-ABC	60		12000.00	11/5	11/5	1		MON	1
23			830P-900P PROGRAM : MIDDLE-ABC/SUBURGATRY-ABC	60		10000.00	10/31	10/31	1		WED	1
24			1000P-1100P PROGRAM : NASHVILLE	60		\$8,600.00	10/31	10/31	1		WED	1
25			1000P-1100P PROGRAM : SCANDAL	60		10000.00	11/1	11/1	1		THU	1
26			900P-1000P PROGRAM : PRIMTME-DO-ABC	60		\$6,000.00	11/2	11/2	1		FRI	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
NOV/12			95750.00									

CONTRACT TOTAL 95750.00
 TOTAL SPOTS 34

MARKET TOTALS \$222,674

WSOC 43%
 WBTW 26%
 CABL 0%
 WCNC 15%
 WCCB 10%
 WJZY 2%
 WMYT 2%
 WAXN 2%

SVC- NSI
 DEMOS- RA35+*